



# GERMANTOWN SMART GROWTH PLAN

2007

THE REDEVELOPMENT PLAN FOR THE  
COMMERCIAL CORE OF GERMANTOWN, TN

ADOPTED BY MAYOR & BOARD OF ALDERMEN: APRIL 9, 2007



This Plan was Prepared For:

## THE CITY OF GERMANTOWN, TENNESSEE

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<i>Executive Summary/Overview</i>	4
<b>BACKGROUND</b>	
Introduction	6
Regional Role	8
Plan Area Overview	9
Development Evaluation	11
Charrette Preparation	13
Market Analysis	14
Public Design Charrette	15
Community Input	19
<b>TRANSPORTATION</b>	
Transportation Infrastructure	21
<b>THE CONCEPTUAL PLAN</b>	
Overview	30
The Superblock	31
The Municipal Block	41
Town Center West	45
Owen Tract	47
Kroger Block	49
Saddle Creek-Hardware Block	50
Dogwood Lane	51
Infill Opportunities	52
<b>GENERAL RECOMMENDATIONS</b>	
Urban Design	54
Sustainable Design	66
Marketing & Branding	68
Smartcode	70
Development Capacity	72
<b>IMPLEMENTATION STRATEGIES</b>	
Implementation	75



Beginning in the summer of 2006 and continuing through early 2007, citizens, business and property owners, elected officials and City staff collaborated with planners and designers from The Lawrence Group, Rose & Associates, Southeast, Inc., Henson-Harrington, Inc., and Kimley-Horn & Associates, Inc. to develop a vision for Germantown, Tennessee's 700 acre commercial core.

The City commissioned the effort in fulfillment of Goal 7 of the *Germantown Vision 2020* plan: the Redevelopment of the Heart of Germantown. The Vision 2020 objectives call for mixed-use development, strong commercial services, interspersed with residential uses in a pedestrian-friendly environment that would create "a sense of place" for the community—all characteristics of a national land use planning and design movement called Smart Growth. The plan is also part of the City's effort to continue to grow economically in a "smart" and sustainable way. Thus, the plan has been aptly named the Smart Growth Plan.

The City's Board of Mayor and Aldermen appointed a Steering Committee of key staff to oversee the process. The Steering Committee provided guidance and review throughout the process. Rose & Associates completed a market study to identify supply and demand for various types of development in the plan area and to recommend appropriate development locations. From September 20-26, 2006, the community participated in a seven-day public design workshop called a "charrette" to establish the community vision and develop the plan's primary recommendations.

The plan that resulted from the charrette effort encompasses all of the objectives of Goal 7, including the overarching objective of "creating a sense of place" for Germantown.

#### Concept Plan

The plan establishes a design concept for future land use and redevelopment in the plan area over the next 20 years. The concept plan includes nearly 2.5 million square feet of new commercial and mixed-use development and 1200 housing units, more than double the amount of development in the plan area today.

One of the key recommendations of the concept plan is the phased redevelopment of the "Super Block" that sits between Exeter and Germantown Road on Poplar Avenue. Nearly 1.5 million square feet are proposed on that block alone along with new public open space and new streets dividing the block.

The concept plan also recommends redevelopment and reconfiguration of the Municipal block to make the public space more accessible and efficient, but also to create new streets, and new civic and mixed-use development to take advantage of the available land and the surplus of parking on the GPAC site.

The plan includes development concepts for two key undeveloped pieces at the northern and western edges of the study area. The design schemes seek to create viable mixed-use development, but also to respect the surrounding neighborhoods, provide open space, and to create unique mixed-use environments that are not currently available in the Germantown area.

Finally, the concept plan proposes a number of smaller scale infill and redevelopment opportunities in the study area.

#### Transportation

The plan includes a number of specific recommendations for increasing the efficiency and the walkability of the transportation network. One of the key transportation recommendations is a new street that would connect Germantown Road directly with Germantown Road South in the vicinity of the Norfolk Southern railroad tracks. This solution would alleviate traffic pressures from a number of streets and intersections in the study area. It would also allow certain streets, such as West Street, West Farmington Boulevard, and Germantown Road South through the Old Germantown area to become more bicycle, pedestrian, and retail-friendly. The plan also includes recommendations for new cross-sections for Exeter Road, Germantown Road, Poplar Avenue, and Farmington Boulevard to make them safer, more attractive, and more pedestrian-friendly.

#### General Recommendations

The plan establishes guidelines for urban design, public art, and environmentally sustainable design in the study area. The plan also recommends development of a new logo and brand identity for the City.

#### Implementation Strategies

The Smart Growth Plan, when adopted, shall become Germantown's land use and transportation policy and strategy plan for directing future development and infrastructure investment decisions in the study area. The Plan includes more than 40 specific strategies for implementation and suggests priorities for each of these strategies.

One of the most important strategies is that the City adopt new development standards to ensure that community vision for future land use and infrastructure laid out in this plan are achieved. As a companion document to this plan, a draft smart growth- and design-based development code called the SmartCode has been developed for the plan area. Finally, the City and its stakeholders will need to commit time, resources, and leadership to facilitate the ongoing implementation of the plan.

### 10 Principles for Reinventing Suburban Business Districts

1. Realistically assess the market position and potential for a suburban business district.
2. Build community support by developing consensus among citizens, government, and the private sector.
3. Develop a strategic plan that is supported by the community and that draws on professional expertise.
4. Rethink existing zoning regulations to allow mixed uses that can be modified over time as the needs of the community evolve.
5. Create interconnected, pedestrian-friendly, mixed-use districts from existing isolated superblocks.
6. Embrace mixed uses that offer the community a wider range of goods, services, and experiences in one location.
7. Create pedestrian-friendly places that encourage interaction.
8. Offer a choice of transportation modes, such as pedestrian, transit, bicycle, and automobile options.
9. Form public/private partnerships to minimize risk, develop strategies, and implement change.
10. Share and manage parking to reduce the number of spaces required and consolidating more uses within buildings to encourage pedestrians.

~ Urban Land Institute, 2002

### Germantown Smart Growth Plan Development Capacity & Absorption

	Total Units Per Plan	Average Annual Absorption Rate	Absorption Period
Office	1,387,800 sq ft	131,406 sq ft	10.5 yrs.
Retail	1,104,200 sq ft	120,000 sq ft	9 yrs.
Residential	1,233	115 units	7 yrs.